

# C/CAG

## CITY/COUNTY ASSOCIATION OF GOVERNMENTS OF SAN MATEO COUNTY

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Millbrae • Pacifica • Portola Valley • Redwood City • San Bruno • San Carlos • San Mateo • San Mateo County • South San Francisco • Woodside*

## **C/CAG Priority Development Area (PDA) Planning Program Call for Projects Guidelines**

### **Program Goals**

The C/CAG PDA Planning Program is part of a regional initiative to finance planning in areas that are designated as planned or potential PDAs through the Association of Bay Area Governments (ABAG). PDAs play a critical role in the region's Sustainable Communities Strategy (SCS), which seeks to coordinate land use and transportation to reduce greenhouse gas emissions. The key goals of the C/CAG PDA Planning Program are to:

- Support intensified land uses and increase the supply of housing, including affordable housing, and jobs in areas around transit stations, downtowns, and transit corridors;
- Assist in streamlining the entitlement process and help PDAs become more development ready;
- Address challenges to achieving infill development and higher densities.

The program will provide resources to project sponsors to complete specific or area plans, required CEQA analyses (i.e. programmatic environmental impact reports), zoning code updates, and technical studies or analyses that facilitate the implementation of existing plans. Funding will be targeted to PDAs that are high impact and capable of early implementation.

### **Eligible Applicants**

Local governments (cities, towns, and the county) in San Mateo County are eligible applicants. Transit agencies that serve PDAs, such as the San Mateo County Transit District (SamTrans), Bay Area Rapid Transit (BART), and the Peninsula Corridor Joint Powers Board (JPB), must partner with local governments. Applicants are encouraged to involve local non-profit groups and community-based organizations. Multiple jurisdictional planning projects are also encouraged.

### **Eligible Project Locations**

Areas approved as planned or potential PDAs in San Mateo County through ABAG. For a list of eligible PDAs, see Attachment 1: San Mateo County Priority Development Areas.

### **Eligible Activities**

Federal Surface Transportation Program (STP) funds are the source of funding for this program. Given that the overall purpose of STP funds is to support investments in the surface transportation system, project activities require a nexus to transportation. Eligible planning activities that support transportation objectives include:

- Station area/PDA planning, i.e. specific or precise plan with an environmental impact report
- Planning for mixed-income housing near transit: increasing affordability with local efficiency
- Transit and employment studies

- Transit corridors and transit-oriented development (TOD)
- Families and TOD: planning complete communities that attract diverse households (families, singles, couples without children, the elderly, and low-income minority households)
- Expanding housing opportunities near transit
- Parking management and pricing connected to new land uses
- Bicycle and pedestrian planning connected to new land uses

Planning activities that do not support the surface transportation system are not eligible. For example, the update of a general plan housing element or an environmental impact report to assess the impacts of a particular housing/commercial development may not be eligible unless land-use planning is specifically related to transportation investments. Other ineligible planning examples include CEQA clearance for single development entitlements, planning department staffing/consultant costs to provide general planning (development plans and review, general plan updates without a transportation focus) and permitting functions.

Potential activities include but are not limited to:

- Preparation of planning documents (specific plans, area plans, general plan amendments, etc.) and associated technical studies that are related to transportation investments;<sup>1</sup>
- Preparation of required CEQA documents and technical studies related to transportation investments;
- Preparation of corridor plans integrating one or more PDAs;
- Study of multimodal access and complete streets needs;
- Study of alternative parking solutions to meet multiple needs and facilitate infill development;
- Preparation of zoning code amendments related to development in PDAs (i.e., TOD-supportive zoning such as form-based codes, smart growth urban design guidelines to address building form and scale, urban character, connectivity and accessibility, and placemaking);
- PDA-wide infrastructure planning and design, emphasizing green infrastructure and low-impact development for energy activities efficiency, storm water management, etc.;
- Various economic analyses related to development in PDAs, including but not limited to development feasibility and market analyses, financing strategies for infrastructure capital and maintenance costs, and construction and maintenance of affordable housing;
- Development of station access improvements for new and existing developments that emphasizing and prioritizing the needs of pedestrians, persons with disabilities, bicycles, shuttles, drop-off, and local circulation.

### **Funding Details**

There is a total of approximately \$1,600,000 of Surface Transportation Program (STP) funds available for PDA planning and implementation projects. The minimum grant amount is set at \$250,000, and the maximum amount that can be allocated per agency is \$500,000.<sup>2</sup> Funding is available for FY 2014/15 and FY 2015/16. Applicants must provide a minimum local cash match of 11.47%.

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<sup>1</sup> Specific and station area plans should be consistent with Attachment 2: MTC PDA Planning Program Guidelines.

<sup>2</sup> If the program is undersubscribed, this maximum may be increased to \$600,000 for local jurisdictions with projects that are deemed regionally significant at the discretion of the C/CAG Board.

## Jurisdiction and Project Requirements

Selected projects will be subject to federal, state, and regional delivery requirements as noted in Metropolitan Transportation Commission (MTC) Resolution No. 3606. See [http://www.mtc.ca.gov/funding/delivery/MTC\\_Res\\_3606.pdf](http://www.mtc.ca.gov/funding/delivery/MTC_Res_3606.pdf).

- Jurisdiction must be in compliance with the Regional Project Funding Delivery Policy requirements at the time of project application.
- Jurisdiction must comply with all Federal Highway Administration (FHWA) and Caltrans Local Assistance and MTC project delivery and reporting requirements.
- Every recipient of funds will need to identify a single point of contact for the implementation of all FHWA administered funds within that jurisdiction. This person must have sufficient knowledge in the federal-aid delivery process to coordinate issues and questions that may arise from project inception to project close-out.
- Jurisdiction must provide a minimum FHWA-required local cash match of 11.47%.
- Jurisdiction must submit a complete package for funding obligation by January 1<sup>st</sup> of the year programmed. Example, a project programmed in FY 2014/15, must submit a complete package for obligation by January 1, 2015. The failure to meet these deadlines may result in the de-programming and redirection of grant funds to other projects.
- Jurisdiction is to submit a “resolution of local support” prior to programming. Template for the resolution is found at: [http://www.mtc.ca.gov/funding/STPCMAQ/STP\\_CMAQ\\_LocalSupportReso.doc](http://www.mtc.ca.gov/funding/STPCMAQ/STP_CMAQ_LocalSupportReso.doc)
- Jurisdiction is to input project information into the MTC Fund Management System (FMS) project application, prior to programming.

## Evaluation Criteria

The proposed project selection and scoring criteria are described below. These are based on criteria used for MTC’s PDA Planning Program and ABAG’s FOCUS Technical Assistance Program.

C/CAG PDA Planning Program Evaluation Criteria	Points
<b>Screening Criteria</b>	
1. <b>Project Location.</b> Project is located in planned or potential PDA.	Required
2. <b>Eligible Activity.</b> Planning activity demonstrates a nexus to transportation	Required
<b>Project Evaluation Criteria</b>	
1. <b>Location within a Community of Concern.</b> Project is located within or serves a Community of Concern as defined by MTC’s Lifeline Transportation Program. See <a href="http://www.mtc.ca.gov/planning/snapshot/0_COC_Reference_Map_11_17.pdf">http://www.mtc.ca.gov/planning/snapshot/0_COC_Reference_Map_11_17.pdf</a> .	5
2. <b>Project Impact.</b> Project demonstrates the potential to: <ul style="list-style-type: none"><li>• Increase the supply of housing, including affordable housing, and jobs in areas around transit stations, downtowns, and transit corridors</li><li>• Assist in streamlining the entitlement process and help the PDA become more development ready</li><li>• Address challenges to achieving infill development and higher densities</li></ul>	25
3. <b>Project Approach/Scope of Work and Timeline.</b> Project has a well-defined scope of work and timeline identifying the key purpose and objectives	20
4. <b>Matching Funds.</b> The project exceeds the minimum required match and leverages other funding.	15
5. <b>Existing Policies.</b> Jurisdiction has demonstrated a commitment to provide an increase in housing and transportation choices through existing policies, such as	15

<b>C/CAG PDA Planning Program Evaluation Criteria</b>	<b>Points</b>
innovative parking policies, TOD zoning, transportation demand management strategies, existing citywide affordable housing policies and approved projects, supportive general plan policies, sustainability policies, including green building policies and alternative energy policies, etc.	
<b>6. Support.</b> Project demonstrates local community support from major property owner(s), city councils, and relevant transit operator(s) (i.e., public involvement to date, letters of support).	15
<b>7. Commitment to Implementation.</b> Project sponsor has a commitment to and a clear approach and timeframe for plan or project implementation once planning and/or studies are completed.	5

### **C/CAG PDA Planning Program Schedule**

<b>Event</b>	<b>Date*</b>
<b>Call for Projects Issued</b>	<b>October 11, 2013</b>
<b>Application Workshop</b>	<b>October 30, 2013</b>
<b>Applications Due</b>	<b>January 31, 2014</b>
<b>Selection Panel Reviews Applications</b>	<b>February – March 2014</b>
<b>C/CAG Committees and Board Review Selection Panel Recommendations</b>	<b>April – May 2014</b>
<b>Projects Awarded</b>	<b>May 2014</b>

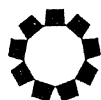
\*Dates may be adjusted as necessary.

For any questions regarding the program or application process please contact Wally Abrazaldo at 650-599-1455 or [wabrazaldo@smcgov.org](mailto:wabrazaldo@smcgov.org).

## San Mateo County Priority Development Areas

(Source: Association of Bay Area Governments)

Priority Development Area	Place Type	2010-2040 HU Growth
<i>(CoC)= Community of Concern</i>		<b>Jobs-Housing Connection Strategy</b>
Downtown Redwood City	City Center	5,243
Downtown San Mateo <i>(CoC)</i>	City Center	1,070
	<b>Total City Center:</b>	<b>6,313</b>
Brisbane, San Francisco/San Mateo Bi-County Area	Suburban Center	0 (in Brisbane Portion)
	<b>Total Suburban Center:</b>	<b>0</b>
Burlingame El Camino Real	Transit Town Center	3,258
Daly City - Bayshore	Transit Town Center	1,992
East Palo Alto - Ravenswood <i>(CoC)</i>	Transit Town Center	856
Menlo Park- El Camino Real Corridor & Downtown	Transit Town Center	915
San Carlos Railroad Corridor	Transit Town Center	774
Downtown South San Francisco <i>(CoC)</i>	Transit Town Center	3,116
	<b>Total Transit Town Center:</b>	<b>10,911</b>
San Mateo Rail Corridor	Transit Neighborhood	5,028
	<b>Total Transit Neighborhood:</b>	<b>5,028</b>
Redwood City - Broadway/Veterans Blvd. Corridor	Mixed-Use Corridor	1,529
San Bruno Transit Corridors <i>(CoC)</i>	Mixed-Use Corridor	3,328
Villages of Belmont	Mixed-Use Corridor	907
Daly City - Mission Blvd. <i>(CoC)</i>	Mixed-Use Corridor	1,048
San Mateo - El Camino Real	Mixed-Use Corridor	1,204
Millbrae Transit Station Area	Mixed-Use Corridor	2,424
El Camino Real Countywide Corridor	Mixed-Use Corridor	3,630
	<b>Total Mixed Use Corridor:</b>	<b>14,070</b>



ABAG

PDA Planning Program  
CYCLE FIVE  
PROGRAM GUIDELINES



### PROGRAM DESCRIPTION & GENERAL GUIDANCE

The PDA Planning Program is an initiative to finance planning in Priority Development Areas (PDA) that will result in intensified land uses around public transit hubs and bus and rail corridors in the nine-county San Francisco Bay Area. The key goals of this program are to:

- (1) Increase both the housing supply, including affordable housing for low-income residents, and jobs within the planning area
- (2) By increasing land use intensities in the planning area, boost transit ridership and thereby reduce vehicle miles traveled (VMT) by PDA residents, employees and visitors
- (3) Increase walking, bicycling, carpooling and carsharing by effectively managing parking and driving while promoting multimodal connections for residents, employees and visitors within the PDA
- (4) Locate key services and retail within the planning area.

Grantees must address **all** PDA planning elements listed below under Planning Elements. If a precise or specific plan encompassing the PDA has been completed or amended within the last 10 years, select planning elements may be excluded from the planning process. An explanation of how these elements have been addressed must be included in the application.

Note that some of the planning elements listed below (i.e. multimodal access and connectivity, parking demand analysis) should address the relationship between the identified planning area and key surrounding land uses outside of the planning boundaries.

Jurisdictions must be prepared to comply with all federal contracting requirements associated with planning grant funds.

Grant funding works on a reimbursement basis for agreed-upon deliverables associated with the scope of work for the project. The grant and match are to cover direct project costs, including staff and project oversight.

Specific plans—or an equivalent—are preferred due to the ability to conduct programmatic Environmental Impact Reports (EIRs) on the plan in order to facilitate the development process. EIRs are strongly recommended as part of the proposed planning process, although not required. However, there must be a strong implementation component for any planning process funded through this program, including agreement by the local jurisdiction to formally adopt the completed plan. Refer to the chart below for specific award guidelines by place-type. A description of development guidelines associated with each FOCUS Program place-type is found in Appendix 2.

#### Award Guidelines by Place-type

Place-type	Regional Center, City Center, Suburban Center, Urban Neighborhood	Transit Neighborhood, Transit Town Center, Mixed-Use Corridor, Employment Center
Award	<ul style="list-style-type: none"><li>▪ Up to \$750,000 if both Specific Plan &amp; EIR</li><li>▪ Up to \$400,000 if EIR only</li></ul>	<ul style="list-style-type: none"><li>▪ Up to \$500,000 if both Specific Plan &amp; EIR</li><li>▪ Up to \$250,000 if EIR only</li></ul>
Outcome	Specific Plan and/or EIR	Specific Plan and/or EIR

## PLANNING ELEMENTS

Plans funded under this program should address the Station Area Planning Principles outlined in the *Station Area Planning Manual* ([http://www.mtc.ca.gov/planning/smart\\_growth/Station\\_Area\\_Planning\\_Manual\\_Nov07.pdf](http://www.mtc.ca.gov/planning/smart_growth/Station_Area_Planning_Manual_Nov07.pdf)). At a minimum, plans should include the planning elements listed below.

As noted above, if a precise or specific plan encompassing the planning area has been completed or amended within the last 10 years, select planning elements from the list below may be excluded from the planning process. In that case, the applicant should outline the requested needs **and explain how all remaining planning elements outlined below have been satisfied.**

A detailed description of each planning element is included in **Appendix 1**. Additional information is also found in the *Station Area Planning Manual* referenced above.

- (1) An **overview profile** of the planning area including demographic and socio-economic characteristics, transit/travel patterns and use, physical aspects of the PDA, as well as any known issues to be addressed in the planning process
- (2) A significant public **outreach and community involvement** process targeting traditionally under-served populations
- (3) The development of several detailed **land use alternatives**
- (4) A **market demand analysis** for housing at all levels of affordability, jobs and retail in the planning area
- (5) A **housing strategy** that promotes housing affordable to low-income residents and attempts **to minimize displacement** of existing residents
- (6) A multi-modal **access and connectivity** component
- (7) **Pedestrian-friendly design standards** for streets, buildings and open space
- (8) An **accessibility analysis** for people with disabilities that ensures fully accessible transit stations, paths of travel between stations and surrounding areas, and visitable and habitable housing units
- (9) A **parking analysis** to create a parking policy and management element that aims at reducing parking demand and supply through pricing, zoning, and support for alternative modes
- (10) An **infrastructure development analysis** and budget
- (11) An **implementation plan**, along with a financing strategy, to ensure that the plan will be adopted and all necessary supporting policies, zoning, and programs will be updated.